

The PReSS

The Chapter Meeting Newsletter

January 15, 2014

Upcoming Events

- **January 24: Student to Professional Conference**
- **January 31st: Chicago Agency Tour**
- **February 7-8th: Regional Conference at MSU**
- **March 13-16: PRSSA National Assembly in Charleston, North Carolina**

Welcome Back to PRSSA!

Happy Birthday!!!!

January 5: Lisa DeBone
January 12: Joan Giffels
January 19: Stephanie Kotschevar
January 24: Megan Richards
January 28: Katie Vanderline

PRSSA Apparel

If you ordered PRSSA apparel before Winter Break it is ready to be picked up tonight! Extra water bottles are available for \$10.

Student to Professional Conference

The conference will take place Friday, January 24, from 9 a.m.-3:30 p.m. in the Grand River Room of the Kirkhof Center. Those who attend will learn tips on how to market themselves, plan for their dream job, tailor their resume and interview successfully. The conference will feature guest speakers, resume workshops, a networking social and complimentary breakfast and lunch. Sessions will feature topics such as "The Art of Interviewing," "Generations in the Workplace," and "How to Discover and Brand Yourself." Registration is required!

Gary Yoshimura Scholarship

National PRSSA members with a minimum 3.0 GPA and financial need can apply for the Gary Yoshimura Scholarship. This annual scholarship, due by Jan. 27, provides \$2,400 to the winner. See Audra for details about how to download the application form.

PRSSA National Assembly

Each year, leaders from PRSSA chapters around the country gather at National Assembly to elect national PRSSA officials and learn from each other. This year's Assembly is March 13-16 in Charleston, S.C. One member of our chapter will be chosen as a delegate, and have his or her registration and hotel paid for by PRSSA. If you want to take on the responsibility of representing our chapter as a delegate at National Assembly, see Audra after the meeting.

Regional Conference at MSU

Michigan State University's PRSSA chapter is hosting the 2014 Regional Conference, Electing Excellence: Public Relations in Government and Politics on February 7th-8th. The conference will feature networking, breakout sessions with professionals, and much more. See Audra for more details and to learn how to register.

Chicago Agency Tour

If you have been contacted about attending the Chicago agency tours, make sure you give Kelsey Manas your \$20 deposit by the end of the meeting. Also, there are a few spots remaining so if any one is interested, please come talk to Kelsey after tonight's meeting.

Join a Committee

The fundraising and blogging committees are still open to join. The blogging committee will assist Jess H. in creating content for gvprssa.org. Bloggers will write about their experiences at meetings, agency tours, volunteer opportunities and other PR related items. The fundraising committee is currently planning a headshot fundraiser for the Winter Semester. Leah will be meeting next Wednesday with everyone, Jan 22 at 9 pm in room 216 at the Mary Idema Pew Library. Both committees will enhance your resume! Contact Leah (mitcleah@mail.gvsu.edu) or Jess H. (hinesje@mail.gvsu.edu) for more information.

Meet the Executive Board

Audra Hartges is the President of the Grand Valley Chapter of PRSSA for the 2013-2014 school year. She is a senior majoring in advertising and public relations with an emphasis in PR. In the future her goal is to do public relations for a nonprofit organization in the Grand Rapids area. Currently Audra works as a communications writer for GVSU's University Development office and also serves as the Vice President of Operations for Grand PR. One fun fact is she can't whistle. Connect with her on Twitter: @AudraHartges



Jessica Hines is the Vice President of Public Relations. She is entering her senior year at Grand Valley and she is doubling majoring in health communications and advertising and public relations. Her passion lies within the health field and her goal is to one day work in the communications/public relations department for a hospital or other nonprofit organization. One fun fact is she can say the alphabet backwards in under 5 seconds. Connect with her on Twitter: @JessicaHines3



Kelsey Manas is the Vice President of Professional Development. She is currently a junior majoring in advertising and public relations. She has a passion for public affairs and this past summer Kelsey interned with the House Republican Communication office. Her goal after graduation is to work in corporate PR or government. One fun fact is she has been to Disney over 16 times. Connect with her on Twitter: @KA_Manas



Alica Arnold is the Vice President of Programming. She is also currently a senior at Grand Valley majoring in hospitality and tourism management and hopes to eventually work as an event planner in California after graduation. She also hopes our chapter keeps growing and is looking forward to forming a sense of community centered on a common love for PR! One fun fact is she spent a year working for Mickey Mouse. Connect with her on Twitter: @alica_arnold



Leah Mitchell is the Vice President of Chapter Development. She will be a Junior this year at Grand Valley. She is double majoring in health communication and advertising and public relations; with an emphasis in public relations. She is very passionate about health and wellness, as well as working with people on how to better their lives. One fun fact is that Leah originates for the proud state of OHIO! Connect with her on Twitter: @LeahCMitchell



Jessica Yakima is the Vice President of Member Services. She is a senior at Grand Valley and is majoring in advertising and public relations with an emphasis in both fields. Her ideal job would be to work at a public relations firm as an event coordinator since planning events is one of her favorite parts about public relations. Currently Jessica works as a marketing intern at Organik Consulting. One fun fact about Jessica is that she hates the taste of vegetables and refuses to eat any of them. Connect with her on Twitter: @JessicaYakima



Morgan Yingst is the CEO of GrandPR. This will be Morgan's fourth and final year at Grand Valley State University. Morgan is also majoring in advertising and public relations and has been involved with GV PRSSA since her sophomore year. After graduation, she hopes to find a job at a public relations firm in order to gain more knowledge and experience of different areas of the field before potentially moving into a corporate public relations position. One fun fact about Morgan is that she has kissed the Blarney Stone in Ireland. Connect with her on Twitter: @morganyingst

